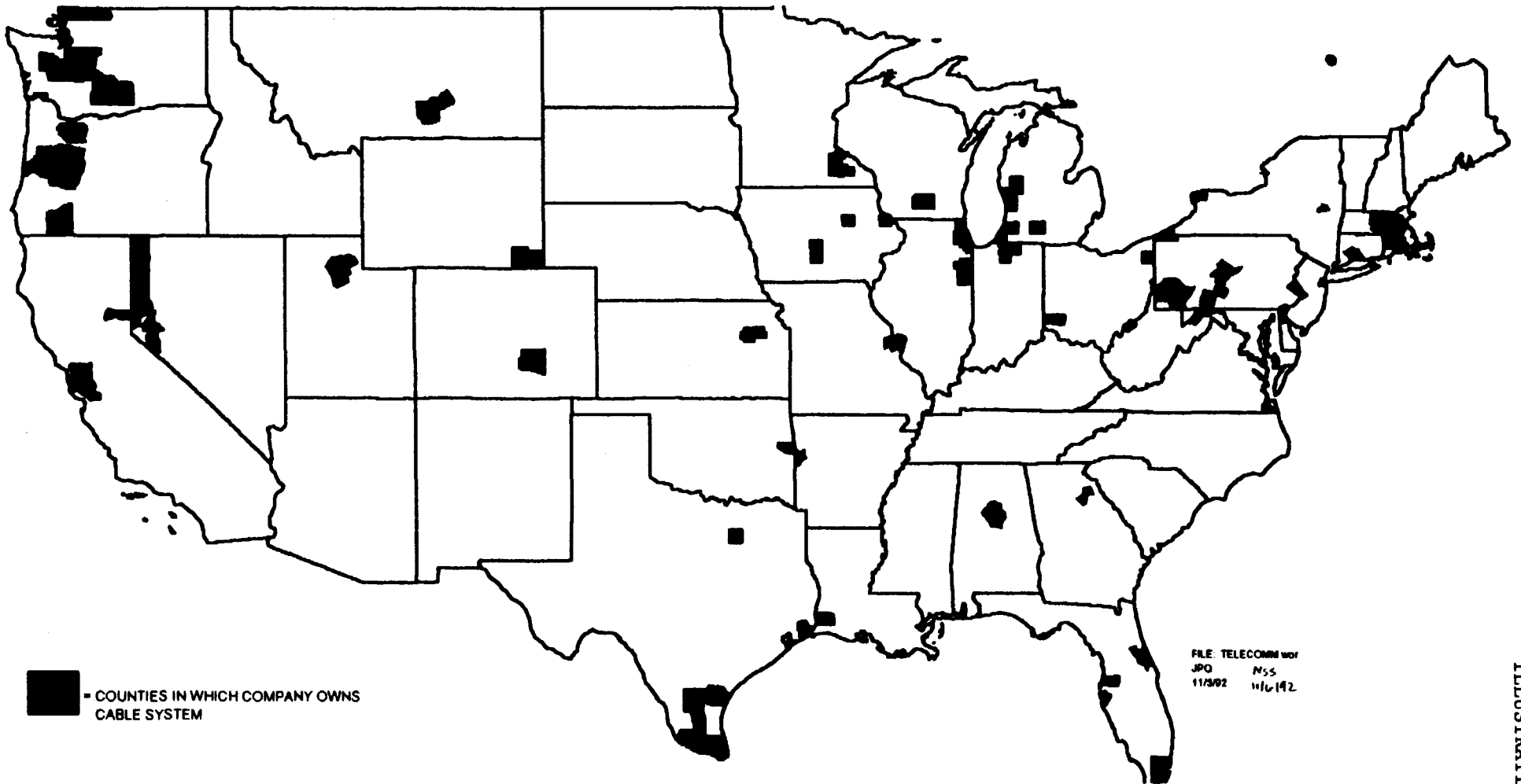


TELE-COMMUNICATIONS, INC.'S PRESENCE



STEVEN S. WILDMAN
CURRICULUM VITA

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Department of Communication Studies
Harris Hall
Northwestern University
1881 Sheridan Road
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52 Williamsburg Road
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BACKGROUND

Born on December 27, 1948
Married

EDUCATION

B.A. Economics
M.A. Economics
Ph.D. Economics

Wabash College 1971
Stanford University 1977
Stanford University 1980

CURRENT POSITIONS

Associate Professor, Department of Communication Studies,
Northwestern University

Director, Program in Telecommunications Science, Management
and Policy, Northwestern University

PREVIOUS EXPERIENCE

Senior Economist, Economists Incorporated	1983-88
Assistant Professor, Department of Economics UCLA	1979-83
Consultant to Rand Corporation	1981-83

FELLOWSHIPS and AWARDS

National Science Foundation Fellowship 1974-1977

Ameritech Research Professorship, 1989-90, Northwestern
University

Ameritech Research Fellow, 1990-91, Northwestern University

BOOKS

INTERNATIONAL TRADE IN FILMS AND TELEVISION PROGRAMS, with Stephen E. Siwek, Ballinger, 1988.¹

VIDEO ECONOMICS, with Bruce M. Owen, Harvard University Press, 1992.²

ELECTRONIC SERVICES NETWORKS: A BUSINESS AND PUBLIC POLICY CHALLENGE, co-edited with Margaret E. Guerin-Calvert, 1991, Praeger Publishers.²

JOURNAL ARTICLES

1. "A Note on Measuring Surplus Attributable to Differentiated Products," Journal of Industrial Economics, September, 1984.
2. "Economic Consequences of the Informational Characteristics of Mass Media," The American Economist, Spring 1981.
3. "Selecting Advanced Television Standards for the United States: Implications for Trade in Programs and Motion Pictures," Journal of Broadcasting and Electronic Media, Spring, 1991.
4. "The Privatization of European Television: Effects on International Markets for Programs," Columbia Journal of World Business, December 1987.¹
5. "Toward a New Analytical Framework for Media Policy: Reconciling Economic and Non-Economic Perspectives," Journal of Communication, Winter 1992.² Reprinted in part in Taking Sides: Clashing Views on Controversial Issues In Mass Media and Society, A. Alexander and J. Hanson, eds., The Duskin Publishing Group, Inc., Forthcoming.

BOOK CHAPTERS

1. "Electronic Services Networks: Functions, Structures, and Public Policy," with Margaret E. Guerin-Calvert, Forthcoming in Electronic Services Networks: A Business and Public Policy Challenge, Margaret E. Guerin-Calvert and Steven S. Wildman, eds, Praeger Publishers, 1991.¹

¹ Senior author.

² Equal joint author.

2. "Program Competition and Diversity in the New Video Industry," with Bruce M. Owen in Video Media Competition: Regulation, Economics, and Technology, Eli M. Noam, ed., Columbia University Press, 1985.¹
3. "The Economics of Industry-Sponsored Search Facilitation" in Electronic Services Networks: A Business and Public Policy Challenge, Margaret E. Guerin-Calvert and Steven S. Wildman, eds., Praeger Publishers, 1991.¹
4. "The Economics of Trade in Recorded Media Products in a Multilingual World: Implications for National Media Policies," with Stephen E. Siwek. Forthcoming in The International Market in Film and Television Programs, Eli M. Noam, ed., Ablex, 1992.¹
5. "Investing in the Telecommunications Infrastructure: Economics and Policy Considerations" with Bruce L. Egan . Forthcoming in the 1992 Annual Review of the Institute for Information Studies.²

PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS

1. "Controlling Occupational Radiation: Alternatives to Regulation," with Sagan, L.A. and Squitieri, R. Presented at the International Symposium on Occupational Radiation Exposure in Nuclear Fuel Cycle Facilities, Los Angeles, CA, June 18-22. Published in proceedings of same conference.²
2. "Economic Issues in Mass Communication Industries," with Rosse, J.N., Dertouzos, J.N. and Robinson, M. Presented at the FTC Symposium on Media Concentration, Washington D.C., December 14, 15, 1978. Published in the proceedings of same conference.³
3. "Vertical Integration in Broadcasting: A Study of Network Owned-and-Operated TV Stations," S.I.E. no.97, Department of Economics, Stanford University, also published in the Proceedings of the FTC Symposium on Media Concentration, Washington, D.C., December 14, 15, 1978.

³ Joint author credited as a "with."

OTHER PUBLICATIONS AND WORKING PAPERS

1. "A Model of Supply and Demand for Information in a Competitive Market," October 1989.
2. "A Spatial Model of Entry Deterrence," S.I.E. No 103, Department of Economics, Stanford University, November 1978, revised December 1980.
3. "Advertising, Consumer Learning, and Competitive Strategies," Dissertation filed January 1980. Also published as S.I.E. paper No. 110 by Department of Economics, Stanford University, December 1979.
4. "An Empirical Study of Broadcast Competition to Cable," with James N. Dertonzos, July 1990.²
5. "Anticipated Preemption and the Determination of Initial Structure in a Growing Market," UCLA Working Paper No. 267, September 1982.
6. "ATV Standards and Trade in Recorded Video Entertainment," paper presented at the Sixteenth Annual Telecommunications Policy Research Conference, October 30-November 1, 1988, Airlie, VA. Revised April, 1989.
7. "Competition, Regulation and Sources of Market Power in the Radio Industry," with Duncan J. Cameron, May 1982, revised October 1989.¹
8. "Program Choice in a Broadband Environment," with Nancy Y. Lee. Working paper, Center for Telecommunications and Information Studies, Columbia University, May 1989.¹
9. "Recruiter Incentives: Effects on Performance," Rand Corporation Working Draft, April 1983.
10. Review of The World Television Industry: An Economic Analysis, by Peter Dunnett in the Journal of Communication, Winter 1992.
11. Review of Oligopoly Theory, by James Friedman in the Journal of Economic Literature, March, 1985.
12. "Trade in Films and Television Programming," with Stephen E. Siwek. Presented at Trade in Services and Uruguay Round Negotiations, London, England, July 8, 1987 and Geneva, Switzerland, July 18, 1987.¹

OTHER PROFESSIONAL ACTIVITIES

Co-convener, day-long Washington, D.C. conference on electronic services networks sponsored by the Annenberg Washington Program, February 23, 1990.

Convener, half-day conference on electronic services networks at Northwestern University, April 9, 1990.

Co-convener, conference on telecommunications free trade zones, Northwestern University, March 30, 1992. Sponsored by the Annenberg Washington Program of Northwestern University and the Illinois Commerce Commission.

REFEREEING, REVIEWING, AND EDITORIAL SERVICE

American Economic Review (referee)

Communication Research (referee)

Journal of Communication (book review)

Information, Economics and Policy (referee)

Journal of Economic Literature (book review)

Journal of Industrial Economics (referee)

Journal of Media Economics (editorial board, referee)

National Science Foundation (proposal review)

The Rand Journal of Economics (referee)

TESTIMONY

Written testimony on behalf of CBS Inc. before the Federal Communications Commission in the 7-7-7 proceedings, Gen. Docket No. 83-1009 (1984).

Testimony on behalf of calculator manufacturer before the International Trade Commission, Docket No. 337-TA-198 (1985).

Written testimony on behalf of CBS Inc. before the FCC in its consideration of the Applications of TBS Inc. for transfer of control of CBS Inc. (1985).

Testimony on behalf of the National Association of Broadcasters before the Copyright Royalty Tribunal, Docket No. CRT 84-1-83CD (1985).

Testimony on behalf of paging applicant before the Massachusetts Department of Public Utilities, Docket No. 86-213 (1987).

Written Testimony on behalf of the National Cable Television Association, Inc. before the FCC in the matter of competition, rate deregulation and the Commission's policies relating to the provision of Cable Television, MM Docket No. 89-600. (February 1990)

Written Testimony on behalf of the National Cable Television Association, Inc. before the FCC in the matter of competition, rate deregulation and the Commission's policies relating to the provision of Cable Television, MM Docket No. 89-600. (May 1990)